

Message Text

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43

ACTION EUR-12

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R 131130Z NOV 75
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AMEMBASSY OSLO

UNCLAS STOCKHOLM 5778

FOR OIM/TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: PROCUREMENT OF TRADE CENTER
EXHIBITIONS

1. WITH HIGHER FEE SCHEDULES FOR PARTICIPANTS IN EXHIBITIONS, STC HAS INCREASINGLY RECEIVED REQUESTS FOR ASSISTANCE FROM SMALL MULTI-ACCOUNT REPRESENTATIVES OF AMERICAN COMPANIES TO ASSIST THEM IN GAINING SUPPORT FROM THEIR PRINCIPALS FOR PARTICIPATION.

2. LEADS TO LOCAL OR EUROPEAN REPRESENTATIVE ORGANIZATIONS FROM OIM HAVE FREQUENTLY IDENTIFIED LOCAL REPRESENTATION WITH A NOTATION THAT PARTICIPATION DECISION IS EITHER LOCALLY DETERMINED OR IS MIXED BETWEEN THE LOCAL REPRESENTATIVE AND THE U.S. PRINCIPAL. THIS "LEAD" FILE APPROACH HAS AT TIMES PROVEN ONLY PARTLY USEFUL.

3. OIM/NORTHERN EUROPE MIGHT WISH TO CONSIDER THE PROCEDURE OF ASKING THE FOLLOWING WHERE A CONTACTED U.S. PRINCIPAL INDICATES THAT THE DECISION RE PARTICIPATION IS MIXED OR OVERSEAS:

A) WILL THE PRINCIPAL PAY PART OR ALL OF THE PARTICIPATION COST? HOW MUCH ?

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B) WILL THE PRINCIPAL SUPPORT THE REPRESENTATIVE'S PARTI-

CIPATION BY SENDING A TECHNICAL REPRESENTATIVE TO MAKE ONE OR MORE TECHNICAL PRESENTATIONS AT THE EVENT, OR AS AN ALTERNATIVE, SEND THE AUDIO-VISUAL OR TECHNICAL DATA SUFFICIENT TO ENBABLE THEM TO MAKE SUCH A PRESENTATION?

C) WILL THE PRINCIPAL PROVIDE THE FULL NAMES AND ADDRESSES OF ALL NORDIC AREA REPRESENTATION OR SOME NOTATION OF THE PRINCIPAL'S REPFIND OBJECTIVES IN THE REGION?

D) WILL THE PRINCIPAL ENCOURAGE PARTICIPATION BY ONE OR A COMBINATION OF THEIR REPRESENTATIVES IN THE REGION THROUGH SOME COOPERATIVE POOLING OF PARTICIPATION COSTS AND/OR RESOURCES?

4. THE ANSWERS TO SUCH QUESTIONS COULD THEN BE PASSED TO STC FOR FOLLOW-UP AND, WHERE INDICATED, OTHER NORDIC AREA POSTS FOR THEIR POSSIBLE RECRUITMENT ASSISTANCE.

5. WOULD APPRECIATE YOUR COMMENTS.
STRAUSZ-HUPE'

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